

**CLAIMS:**

1. A method for facilitating the on-line auction of one or more services,  
the method comprising:

obtaining a service item for auction;

5 providing a rating for the service item based upon a common rating scale;

managing an on-line auction for the service item, wherein the managing  
comprises:

receiving on-line bids for the service item in terms of rating units  
rather than monetary units;

10 closing the on-line auction for the service item;

indicating one or more winning bids and one or more winning  
bidders.

2. A method as recited in claim 1 further comprising receiving  
15 compensation from one or more members of a group selected from an auction  
bidder, an auction participant, a service seller, a service buyer, a service item  
placer, and a member of an auction.

3. A method as recited in claim 1 further comprising facilitating real-time provision of the service item for the one or more winning bidder, wherein the real-time provision of the service item occurs proximally near in time to the closing.

4. A method as recited in claim 1, wherein the obtaining further comprises receiving information related to the service item via a communications network.

5. A method as recited in claim 1, wherein the managing further comprises receiving real-time bids for the service item via a communications network.

6. A method as recited in claim 1, wherein the service item is a service.

7. A method as recited in claim 1, wherein the service item may have a high degree of variation in valuation.

8. A method as recited in claim 1, wherein the service item has a time sensitive valuation.

9. A method as recited in claim 1, wherein the service item has a time sensitive valuation and is selected from a group consisting of:

- advertising;
- advertising in movie houses;

0934032.082101

- advertising in broadcast media;
- advertising on the radio;
- advertising on television;
- advertising on an Internet Web site;
- 5      • brokerage and financial services;
- advertising in printed publications.

10      10. A method as recited in claim 1, wherein the service item has a time sensitive value, such service is intended to be performed for or by the one or more winning bidders.

11. An on-line marketplace for auctioning services, the marketplace comprising:

15      a services auction-block computing system configured to obtain a service item for auction;

        a services rating computing system configured to provide a rating for the service item for auction based upon a common rating scale;

        an auctioneer computing system configured to manage an on-line auction for the service item.

20

12. A system as recited in claim 11, wherein the auctioneer computing system is further configured to:

        receive on-line bids for the service item in terms of rating units rather than monetary units;

25      close the on-line auction for the service item;

indicate one or more winning bids and one or more winning bidders.

13. A system as recited in claim 11, wherein the service item is a service.

14. A system as recited in claim 11, wherein the service item may have a high degree of variation in valuation.

15. A system as recited in claim 11, wherein the service item has a time sensitive valuation.

16. A system as recited in claim 11, wherein the service item has a time sensitive valuation and is selected from a group consisting of:

- advertising;
- advertising in movie houses;
- advertising in broadcast media;
- advertising on the radio;
- advertising on television;
- advertising on an Internet Web site;
- brokerage and financial services;
- advertising in printed publications.

17. A system as recited in claim 11, wherein the service item has a time sensitive value, such service is intended to be performed for or by the one or more winning bidders.

18. A computer-readable medium having computer-executable instructions that, when executed by a computer, performs a method for facilitating the on-line auction of one or more services, the method comprising:

obtaining a service item for auction;  
providing a rating for the service item based upon a common rating scale;  
managing an on-line auction for the service item, wherein the managing comprises:  
receiving on-line bids for the service item in terms of rating units rather than monetary units;  
closing the on-line auction for the service item;  
indicating one or more winning bids and one or more winning bidders.

19. A computer-readable medium as recited in claim 18, wherein the service item is a service.

20. A computer-readable medium as recited in claim 18, wherein the service item may have a high degree of variation in valuation.

21. A computer-readable medium as recited in claim 18, wherein the service item has a time sensitive valuation.

22. A computer-readable medium as recited in claim 18, wherein the service item has a time sensitive valuation and is selected from a group consisting of:

- advertising;
- advertising in movie houses;
- advertising in broadcast media;
- advertising on the radio;
- advertising on television;
- advertising on an Internet Web site;
- brokerage and financial services;
- advertising in printed publications.

23. A computer-readable medium as recited in claim 18, wherein the service item has a time sensitive value, such service is intended to be performed for or by the one or more winning bidders.